

Media Information 2007

TruckMarket

Short description

TruckMarket is the advertisement magazine and Internet database for second-hand commercial vehicles. The magazine is published every 14 days nationally and abroad, the homepage provides permanent access to more than 6,000 trucks and trailers. The combination of the two makes up the perfect communication channel between you and your customers. Each offer in the **TruckMarket** magazine is automatically published on the Internet at www.truckmarket.de.

The target group includes self-driving businessmen and all companies and persons buying second-hand commercial vehicles.

Frequency: every 2 weeks, on Tuesdays
 Selling points: Motorway service areas,
 large truck service areas,
 petrol stations, kiosks,
 train station bookshops, press sale

Contents: ca. 224 pages per issue
 Circulation: optimised printed circulation: 40,000 copies

Specifications

Magazine format: 220 mm width, 298 mm height
 Print space: 200 mm width, 265 mm height
 No. of columns: 1 column, column width 64 mm
 2 columns, column width 132 mm
 3 columns, column width 200mm
 Printing method: Web offset printing,
 4 colours euro scale, 133-line screen,
 for cover and bound inserts 150-line
 screen printing

Payment terms

- Per automatic debit transfer 3% discount
- Within 10 days 2% discount
- Within 30 days after invoice date net payment
- VAT no. DE 152942001

Bank details

Postbank Munich
 Bank code 700 100 80
 Account no. 40 10-804

Commerzbank Munich
 Bank code 700 400 41
 Account no. 5 903 893
 IBAN DE17 7004 0041 0590 3893 00
 BIC COBADEFF700

Discounts

When buying advert space for 12 months (insertion year)

Discount grading for no. of issues per year

6 issues	5%
10 issues	10%
15 issues	15%
20 issues	20%

Publisher

Springer Transport Media GmbH
 Neumarkter Str. 18, 81664 Munich

Advertising office:

Phone: +49 89/ 43 72 – 22 25, Fax: +49 89/ 43 72 – 21 58
anzeigen.truckmarket@springer.com
 Information retrieval:
www.mediacentrum.de or anzeigen-vhv@springer.com

Dates:

Issue	Publishing Date	Copy Date (12.00 h)
1	Jan 2, 2007	Dec 13, 2006
2	Jan 16, 2007	Dec 29, 2006
3	Jan 30, 2007	Jan 15, 2007
4	Feb 13, 2007	Jan 29, 2007
5	Feb 27, 2007	Feb 8, 2007
6	Mar 13, 2007	Feb 26, 2007
7	Mar 27, 2007	Mar 12, 2007
8	Apr 10, 2007	Mar 22, 2007
9	Apr 24, 2007	Apr 5, 2007
10	May 8, 2007	Apr 20, 2007
11	May 22, 2007	May 4, 2007
12	Jun 5, 2007	May 20, 2007
13	Jun 19, 2007	Jun 1, 2007
14	Jul 3, 2007	Jun 18, 2007
15	Jul 17, 2007	Jul 2, 2007
16	Jul 31, 2007	Jul 16, 2007
17	Aug 14, 2007	Jul 30, 2007
18	Aug 28, 2007	Aug 10, 2007
19	Sep 11, 2007	Aug 27, 2007
20	Sep 25, 2007	Sep 10, 2007
21	Oct 9, 2007	Sep 21, 2007
22	Oct 23, 2007	Oct 8, 2007
23	Nov 6, 2007	Oct 19, 2007
24	Nov 20, 2007	Nov 5, 2007
25	Dec 4, 2007	Nov 19, 2007
26	Dec 18, 2007	Dec 3, 2007
1/08	Jan 2, 2008	Dec 12, 2007

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Excerpt from the Adverts Price List No. 9, valid as of Oct 1, 2006

Format	Width x Height	Local specialist shops Black & white	Local specialist shops 4 colours	Agencies Black & white	Agencies 4 colours
2/1 Pages	418 x 265 mm	1,430.00 €	2,145.00 €	1,682.00 €	2,524.00 €
1/1 Page	200 x 265 mm	715.00 €	1,070.00 €	841.00 €	1,259.00 €
3/4 Page landscape	200 x 197 mm	529.00 €	794.00 €	622.00 €	934.00 €
2/3 Page landscape	200 x 172 mm	475.00 €	710.00 €	559.00 €	835.00 €
2/3 Page portrait	132 x 265 mm				
1/2 Page landscape	200 x 130 mm	390.00 €	550.00 €	459.00 €	647.00 €
1/3 Page landscape	200 x 86 mm	260.00 €	390.00 €	306.00 €	459.00 €
1/3 Page portrait	64 x 265 mm				
1/4 Page landscape	200 x 62 mm	190.00 €	285.00 €	224.00 €	335.00 €
Price/mm per column	64 mm wide	1.02 €	1.54 €	1.20 €	1.81 €

Special positioning

2 nd /3 rd cover page	200 x 285 mm		1,540.00 €		1,812.00 €
4 th cover page	200 x 285 mm		1,695.00 €		1,994.00 €

Bound insert page:

Format of bound insert 220 x 298 mm Prices on request
(+ 4 mm bleed, please design layout elements for 215 x 298 mm)

Modules

Module 1:	1 small photo, incl. 4 lines of text, ca. 48 mm high, 1 column black & 4 colours	37.00 € 57.00 €
Module 2:	1 large photo, incl. 4 lines of text, ca. 48 mm high, 2 columns black & white 4 colours	70.00 € 110.00 €
Text module:	10 lines of text in black & white, 48 mm high, 1 column	51.00 €

Agency prices for modules on request.

Loose Inserts

Loose Inserts up to 25g: 155.00 € per o/oo
Loose Inserts up to 50g: 215.00 € per o/oo
Loose Inserts over 50g: on request

Surcharges

Commitment to publish adverts on particular pages:
20% of basic price
Colour surcharges on € scale per colour, without photos:
15% of basic price
Litho costs when creating a page layout (not discountable):
205.00 €

Photo service:

For traders' commercial adverts (only within Germany) cost-free –
dates according to agreement. When services are not enlisted,
there is no right to compensation. Adverts laid out by the publisher
must not be used for other publications unless written prior
permission is obtained from the publisher.

All prices are plus VAT.